AMENDMENTS TO THE CLAIMS:

Please amend the claims as indicated in the following Listing of Claims.

Listing of Claims

1. **(currently amended)** A software product for <u>internally organizing a company's</u> marketing <u>of marketed entities</u>, the software product comprising:

a computer program operational when executed by a computer processor to direct the computer processor to generate a main navigational window viewable on a computer display and having a plurality of links, the plurality of links including a marketed entities link and an avenues link;

wherein the computer program is operational when executed by the computer processor upon activation of the plurality of links to direct the computer processor to generate additional windows viewable on the computer display;

wherein the marketed entities link opens a marketed entities window having data fields for entering and viewing contact data relating to <u>particular individuals of the</u> particular marketed entities and the avenues link opens an avenues window having data fields for entering and viewing contact data relating to <u>particular individuals at</u> different avenues of marketing <u>used for marketing the particular marketed entities</u>;

wherein the plurality of links includes an events link and the events link opens an events window having data fields for entering and viewing contact data relating to <u>particular individuals associated with</u> particular events <u>used for marketing the particular marketed entities</u>;

wherein the avenues window provides access to data fields for entering and viewing contact data relating to radio, retail, media, and venues;

wherein the contact data relating to <u>the particular individuals of</u> the particular marketed entities, <u>the particular individuals at</u> the different avenues of marketing, and the <u>particular individuals associated with the</u> particular events each includes a name, a postal address, a phone number, and an email address;

wherein the data fields are linked by unique identifiers to form a relational database so that the particular events are linked to the contact data for <u>the particular individuals of</u> the

particular marketed entities and the contact data for <u>the particular individuals at</u> the particular avenues of marketing; and

a computer program storage medium operational to store the computer program.

2. **(cancelled)**

3. **(previously presented)** The software product according to claim 1, wherein the avenues window includes a radio link for opening a radio window having data fields for entering and viewing contact data relating to a radio station, a retail link for opening a retail window having data fields for entering and viewing contact data relating to a retail outlet, a media link for opening a media window having data fields for entering and viewing contact data relating to media, and a venue link for opening a venue window having data fields for entering and viewing contact data relating to a venue.

4. **(previously presented)** The software product according to claim 1, wherein the marketed entities window provides access to data fields for entering and viewing data relating to a particular marketed entity, members associated with the particular marketed entity, and products associated with the particular marketed entity.

5. **(previously presented)** The software product according to claim 4, wherein the particular marketed entities includes a particular artist and the marketed entities window provides access to data fields for entering and viewing data relating to tour dates associated with the particular artist, and an itinerary associated with the particular artist.

6. **(previously presented)** The software product according to claim 5, wherein the marketed entities window provides access to data fields for entering and viewing data relating to biographical information associated with the particular artist, and affiliations associated with the particular artist.

7. **(previously presented)** The software product according to claim 5, wherein the marketed entities window provides access to data fields for entering and viewing data relating to notes associated with the particular artist.

8. **(previously presented)** The software product according to claim 1, wherein the marketed entities window includes a marketed entities tab for opening a window layer having data fields for entering and viewing data relating to a particular marketed entity, a members tab for opening a window layer having data fields for entering and viewing data relating to members associated with the particular marketed entity, and a products tab for opening a window layer having data fields for entering and viewing data relating to products associated with the particular marketed entity.

9. **(previously presented)** The software product according to claim 8, wherein the particular marketed entity is a particular artist and the marketed entities window provides a tour dates tab for opening a window layer having data fields for entering and viewing data relating to tour dates associated with the particular artist, and an itinerary tab for opening a window layer having data fields for entering and viewing data relating to an itinerary associated with the particular artist.

10. **(previously presented)** The software product according to claim 9, wherein the marketed entities window provides a biography tab for opening a window layer having data fields for entering and viewing data relating to a biography associated with the particular artist, and an affiliations tab for opening a window layer having data fields for entering and viewing data relating to affiliations associated with the particular artist.

11. **(previously presented)** The software product according to claim 9, wherein the marketed entity window provides a notes tab for opening a window layer having data fields for entering and viewing data relating to notes associated with the particular artist.

12. **(previously presented)** The software product according to claim 1, wherein the particular marketed entities are particular artists and data fields are provided to store submissions of an artist by name and format.

13. **(previously presented)** The software product according to claim 12, wherein the format is one of a plurality of predetermined formats.

14. **(previously presented)** The software product according to claim 12, wherein stored data can be moved between active and archived status and data in archived status can be retrieved by at least one of format, the marketed entities, and the contact data.

15. **(previously presented)** The software product according to claim 1, wherein stored data can be moved between active and archived status and data in archived status can be retrieved by at least one of format, the marketed entities, and the contact data.

16. **(cancelled)**

17. **(previously presented)** The software product according to claim 1, wherein the events window includes data fields for entering and viewing an event type for each particular event and the event type is one of a plurality of predetermined event types.

18. **(previously presented)** The software product according to claim 1, wherein the events window categorizes event data according to avenues of marketing including radio, retail, media, and venue.

19. **(previously presented)** The software product according to claim 1, wherein the plurality of links includes a search link and the search link opens a search window having data fields for entering and storing data relating to parameters of a search of stored data and the data fields of the search window are adjusted according to a selected avenue of marketing including radio, retail, media, and venue.

20. **(currently amended)** A software product for <u>internally organizing a company's</u> marketing <u>of</u> an artist, the software product comprising:

a computer program operational when executed by a computer processor to direct the computer processor to generate a main navigational window having a plurality of links, the plurality of links including an artists link, an avenues link, and an events link;

wherein the computer program is operational when executed by the computer processor upon activation of the avenues link to direct the computer processor to generate an avenues window on the computer display;

wherein the artists link opens an artists window having data fields for entering and viewing contact data relating to <u>particular individuals of the</u> particular artists;

wherein the artists window provides access to data fields for entering and viewing data relating to a particular artist, members associated with the particular artist, and products associated with the particular artist;

wherein the artists window provides access to data fields for entering and viewing data relating to tour dates associated with the particular artist, and an itinerary associated with the particular artist;

wherein the avenues link opens an avenues window having data fields for entering and viewing contact data relating to <u>particular individuals at</u> different avenues of marketing <u>used for marketing the particular artists</u>;

wherein the events link opens an events window having data fields for entering and viewing contact data relating to <u>particular individuals associated with</u> particular events <u>used for marketing the particular artists</u>;

wherein the contact data relating to <u>the particular individuals of</u> the particular artists, <u>the particular individuals at</u> the different avenues of marketing, and <u>the particular individuals associated with</u> the particular events each includes a name, a postal address, a phone number, and an email address;

wherein the data fields are linked by unique identifiers to form a relational database so that the particular events are linked to the contact data for <u>the particular individuals of</u> the particular artists and the contact data for <u>the particular individuals at</u> the particular avenues of marketing;

wherein the avenues window has data fields for entering and viewing contact data relating to different avenues of marketing including radio, retail, media, and venues; and

a computer program storage medium operational to store the computer program.

21. **(new)** The software product according to claim 1, wherein the contact data relating to the particular individuals of the particular marketed entities, the particular individuals at the different avenues of marketing, and the particular individuals associated with the particular events includes nonpublic information utilized only by employees of the company.

22. **(new)** The software product according to claim 20, wherein the contact data relating to the particular individuals of the particular marketed entities, the particular individuals at the different avenues of marketing, and the particular individuals associated with the particular events includes nonpublic information utilized only by employees of the company.